

## Message Text

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ACTION ARA-10

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R 241900Z NOV 75  
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TO SECSTATE WASHDC 1204  
INFO USDOC WASHDC  
AMEMBASSY BOGOTA  
AMCONSUL CALI

UNCLAS MEDELLIN 0320  
E.O. 11652: N/A  
TAGS: BEXP, CO  
SUBJ: LASED (MICHIGAN) IOGA TRADE MISSION

REF: (A) BOGOTA 11126& (B) STATE 248981& (C) USDOC 15438&  
(D) USDOC 15306

1. SUMMARY: DURING TWO WORKING DAYS (NOV.10 AND 12), SIX MISSION MEMBERS, REPRESENTING EIGHT FIRMS, HAD 41 APPOINTMENTS AND PAID VISITS TO THREE MAJOR METAL-MECHANICAL PLANTS. IN SPITE OF RECESSION IN LOCAL INDUSTRY, FIVE OF SIX MISSION MEMBERS INDICATED THEY HAD ACHIEVED OR SURPASSED THEIR OBJECTIVES, WITH DIRECT AND PROJECTED 12 MONTH SALES OF \$328.000. SHORTCOMINGS ENCOUNTERED IN MISSION ORGANIZATION AND DIRECTION PARALLELED THOSE EXPERIENCED BY EMBASSY BOGOTA (REF A), AND SIMILARLY HIGH NUMBER OF MANHOURS (150 PERCENT OR MORE) ABOVE NORMAL WERE REQUIRED FOR SUPPORT ACTIVITIES.

2. MISSION PARTICIPANTS WERE MET AT AIRPORT UPON ARRIVAL SATURDAY NOV. 8, AND ACCOMPANIED TO INTER-CONTINENTAL HOTEL. INITIAL BACKGROUND BRIEFINGS ON REGIONAL ECONOMY AND METAL-MECHANICAL INDUSTRY, AS WELL AS CONSULATIONS REGARDING PROGRAM AND APPOINTMENTS WERE HELD SAME AFTERNOON BY PRINCIPAL OFFICER AND COMMERCIAL SPECIALIST. MISSION MEMBERS SPENT BALANCE OF WEEKEND IN ORGANIZED TOUR OF CITY AND INDIVIDUAL PROGRAMS.

3. MISSION ACTIVITIES BEGAN MONDAY MORNING, NOV.10, WITH MEETING BETWEEN CONSULATE PERSONNEL, MISSION SECRETARY, AND LASED  
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DIRECTORS. MORNINGS NOV. 10 AND 12 AND AFTERNOON OF 12TH DEVOTED

TO FULL APPOINTMENT SCHEDULES. AFTERNOON OF NOV. 10, WHEN FEW LOCAL INDUSTRIALISTS AVAILABLE BECAUSE OF IMPENDING HOLIDAY, DEVOTED TO LUNCH AND DISCUSSIONS AT PROMINSA (METAL-MECHANICAL SECTOR OF FABRICATO) AND VISIT TO BUFALO, MAJOR TOY FACTORY. AFTERNOON NOV. 12, INTERESTED MISSION MEMBERS PAID VISIT TO METAL-MECHANICAL SECTION OF PELDAR (CORNING GLASS). VISIT TO SOFASA CANCELLED DUE TO LABOR DIFFICULTIES.

4. MEMBERS OF MISSION EXPRESSED HIGH PRAISE FOR EFFICIENT SUPPORT AND COLLABORATION OF BOTH EMBASSY AND CONSULATE. MISSION PARTICULARLY APPRECIATIVE OF EXTENSIVE PUBLICITY (INCLUDING THREE ARTICLES AND ARRIVAL PHOTOGRAPH IN MEDELLIN PRESS), TARGETTED PROSPECT LIST OF 250 FIRMS (WITH NAMES OF TOP PERSONNEL, TITLES, AND FULL ADDRESSES), AND RANGE OF DIRECTORIES AND CATALOGUES OF LOCAL FIRMS PROVIDED.

5. RELEVANT COMMENTS AND PROJECTIONS MADE BY INDIVIDUAL MISSION MEMBERS WERE AS FOLLOWS:

A) LOIS MOSTYN, AAA PERFORMANCE TOOL (NEW-TO-MARKET), HELD EIGHT APPOINTMENTS AND DECLINED TO ACCEPT MORE BECAUSE OF FATIGUE. EXPERIENCED SUBSTANTIAL INTEREST, EXPECTED TO LEAD TO DIRECT SALES AND FULLY ACCOMPLISHED OBJECTIVES.

B) CHICO CUNHA OF KUT-KOOL INC. (OLD-TO-MARKET), HELD SEVEN APPOINTMENTS, MADE \$28,000 DIRECT SALES AND, AS RESULT OF CONTACTS MADE, PROJECTED \$100,000 SALES DURING NEXT TWELVE MONTHS.

C) FRANK KRAIMER OF CREST TOOL INDUSTRIES AND CAYUGA ASSOCIATES (NEW-TO-MARKET), ON AN ESSENTIALLY EXPLORATORY MISSION, TERMED RESULTS VERY ENCOURAGING WITH ANTICIPATED 12-MONTH SALES IN EXCESS OF \$100,000. FIVE APPOINTMENTS.

D) TED BARRIE OF ADRIAN INDUSTRIES (NEW-TO-MARKET) HAD FULL SCHEDULE OF ELEVEN APPOINTMENTS. HOWEVER, HE WAS ONE MISSION MEMBER TO NOTE ONLY PARTIAL ACHIEVEMENT OF OBJECTIVES, PRIMARILY DIRECT SALES, BECAUSE OF CONCERN THAT LOCAL PURCHASERS OF \*80,000 OF USED METAL-WORKING MACHINERY MIGHT EXPERIENCE DIFFICULTY IN OBTAINING GOC IMPORT LICENSES. BARRIE INDICATED THAT THERE WAS ENORMOUS SALES POTENTIAL FOR HIS LINE IN MEDELLIN, IF MANNER UNCLASSIFIED

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COULD BE FOUND TO RECONCILE REQUIREMENTS OF HIS QUICK-TURNOVER BUSINESS WITH DELAYS IN OBTAINING IMPORT LICENSES.

E) WARREN YEE OF HARLEY, ELLINGTON: PIERCE, YEE ASSOCIATES (NEW-TO-MARKET) WAS PLEASED WITH THE EXPANSION OF HIS CONTACTS PROVIDED BY THREE TARGETTED APPOINTMENTS AND SEVERAL PLANT VISITS. HE DID NOT ANTICIPATE ANY IMMEDIATE PAY-OFF IN TERMS OF SALES OF HIS FIRM S ARCHITECTURAL AND DESIGN ENGINEERING SERVICES, BUT

SAW MAJOR POTENTIAL IN THREE-TO-FIVE YEAR PERIOD.

F) JOSEPH ROGERS OF ROGERS ASSOCIATES AND EXITO CORP. (OLD-TO-MARKET) HELD SEVEN APPOINTMENTS, MADE AN APPARENT DIRECT SALE OF ELECTRONIC AIR CLEANERS, AND PROJECTED 12-MONTH SALES OF \$20,000.

G) JORGE LAMBRINOS, MISSION CO-DIRECTOR, STATED THAT THE OBJECTIVES OF THE MISSION HAD BEEN ACCOMPLISHED IN FULL AND THAT IT HAD BEEN A SUCCESS FOR ALL PARTICIPANTS. PROBLEMS WHICH AROSE WERE WELL HANDLED AND RESOLVED, HE NOTED, AND THE EXPERIENCE HAD SERVED TO PREPARE HIM BETTER TO ORGANIZE AND CONDUCT FUTURE MISSIONS.

6. CONSULATE'S EXPERIENCE PARALLELED THAT REPORTED BY EMBASSY IN REF A CONCERNING (A) SHORTCOMINGS IN ADVANCE INFORMATION (PARA.7)& (B) MISSING CATALOGUES (PARA.8)& (C) TIME CONSUMED BY NON-MISSION ACTIVITIES (PARA.10) WHICH INCLUDED CALL ON MAYOR OF MEDELLIN, SPECIFICALLY ARRANGED AT REQUEST OF MISSION CO-DIRECTORS LAMBRINOS AND RIOS AND OF GOVERNOR OF MICHIGAN'S SPECIAL ASSISTANT, ROSA TORRES, AND FOR WHICH NONE APPEARED AND, (D) TIME DEVOTED TO ADVANCE PREPARATIONS (PARA.11) WITH USDOC ADVANCE OFFICER ALSO SPENDING FULL WEEK IN MEDELLIN.

7. IN ORDER TO PROVIDE FOR SMOOTHER ORGANIZATION AND TO REDUCE ADVANCE AND SUPPORT EFFORT TO NORMAL PROPORTIONS IN FUTURE, CONSULATE MADE NUMBER OF SUGGESTIONS TO MISSION ORGANIZERS, AGAIN PARALLELING EMBASSY COMMENTS (REF A). POINTS MADE INCLUDED:

A) IMPORTANCE OF LEAD TIME IN PLANNING, IN MAILING OF CATALOGUES AND BROCHURES TO POST, AND IN FIXING TRAVEL PLANS, HOTEL RESERVATIONS, ETC.

B) DESIRABILITY OF LIMITING MISSION TO MEMBERS ALONE, RATHER THAN COMBINING WITH LARGER TOUR GROUP.

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C) IMPORTANCE OF QUALITY, CONTENT AND SIZE OF BROCHURE.

D) IMPORTANCE OF DIRECTION AND PHYSICAL PRESENCE OF DIRECTORS DURING MISSION ACTIVITIES (RIOS ACCOMPANIED TOURISTS TO CARTAGENA, NOV. 11, AND LAMBRINOS GENERALLY ABSENT FROM BIC).

E) NECESSITY OF MAKING CERTAIN MINIMUM EXPENDITURES FOR SUPPORT SERVICES (I.E. , TRANSLATION SERVICES WERE PERFORMED LARGELY BY MISSION SECRETARY AND CONSULATE'S COMMERCIAL SECRETARY, TO DETRIMENT OF THEIR NORMAL RESPONSIBILITIES).

F) IMPORTANCE OF LOOKING TO EMBASSY AND CONSULATE AS MAJOR POINT OF CONTACT.

G) ADVISABILITY OF AVOIDING HOLIDAY PERIODS (AS RESULT OF COLOMBIAN  
HOLIDAY, TUESDAY NOV.11, WEDNESDAY WAS ONLY FULLY UTILIZABLE DAY,  
OF FOUR AND ONE-HALF DAYS SPENT IN MEDELLIN).  
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